



**THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND SERVICE
QUALITY TOWARDS TM GLOBAL PRODUCTS AT PETALING JAYA**

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**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
UiTM Bandaraya Melaka**

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**UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA
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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

“DECLARATION OF WORK”

I, NOR HASIDAH BT HASHIM (I/C Number: 880608-11-5278)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledges.

Signature:

Date: April 2011

LETTER OF SUBMISSION

Faculty Of Business Management
Universiti Teknologi Mara Bandaraya Melaka

April 2011

Madam Siti Normah Bt Awang Tuah
The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
University Teknologi Mara
Bandaraya Melaka

Dear Madam,

Attached is the project title **“THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND SERVICE QUALITY TOWARDS TM GLOBAL PRODUCTS AT PETALING JAYA”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

Thank you.

Yours Sincerely,
NOR HASIDAH BT HASHIM
2009855972
Bachelor of Business Administration (Hons) International Business

TABLE OF CONTENT

CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLE	x
LIST OF FIGURE AND GRAPHS	xi
ABSTRACT	xiii

CHAPTER ONE

INTRODUCTION

1.1	Introduction	1
1.2	Background of study	1
1.3	Telekom Malaysia Vission & Mission	2
1.2.1	Corporate History	3
1.4	Tm international products	4
1.4.1	Voice services	
1.3.1.1	Bilateral voice	4
1.3.1.2	Wholesale Voice	4
1.3.1.3	International Value-Added Services	5
1.3.1.4	International Bandwidth Services	6
1.5	Problem Statement	9
1.6	Research Question	10

Abstract

Purpose – The purpose of this study is to identify the factors customer satisfaction towards global products.

Design/Methodology/Approach – A total 132 respondents were participated in answering questionnaires.

Findings – The findings of the study indicate that there is a significant influence between interaction and customer satisfaction. The other variable also has a relationship with customer satisfaction but it will not give as much influence as interaction.

Practical Implications – The findings of the paper may have serious implications for the customer satisfaction in Telekom Malaysia Berhad.

Originality/Value – The papers draw attention to a rather neglected issue between customer satisfaction and service quality in Telekom Malaysia Berhad.

Keywords – Customer Satisfaction, Service Quality and Global products.

Paper type – Research Paper